ASSISTANCE AVAILABLE UNDER THE FUND	One time *ex-gratia* relief of an amount of Rs. 1.00 lakh may be provided to the victim of permanent disability or dependents of the deceased.
ACCOUNTS AND AUDIT	The Committee shall maintain proper accounts and other relevant records and prepare an annual Statement of accounts. The Fund shall be non-lapsable in nature as the accounts are closed to balance.
	The Fund shall be subject to internal audit of Chief Controller of Accounts, M/o I&B and statutory audit of Comptroller and Auditor General of India.
RELATIONSHIP OF THE FUND WITH GENERAL REVENUES	The periodic contributions to the Fund shall be kept within the Government Account in the section "Reserve Fund bearing interest" in the Public Account of India. The fund would be classified under the Major Head '8121-General and Other Reserve Funds'.
GENERAL	Grant of financial assistance from the Fund to any working journalist is not a matter of right. Assistance would be extended depending on the Commitee's satisfaction regarding the eligibility/ merits of the cases and the financial resources available for the purpose. The Committee reserves the right to reject or accept any application without assigning any reasons therefor.

Establishment of National Press Centre

3568. SHRI K. RAMA MOHANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that setting up of National Press Centre is hanging fire since the Eighth Five Year Plan;

(b) if so, the reasons for delay in not taking up the project; and

(c) the details of the original project estimate of the said project and its revised cost now?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) The Plan Scheme 'Setting up of National Press Centre at New Delhi' had been included in Eighth Five Year Plan and was continued in the Ninth Plan of PIB. For this purpose, a plot of land was allotted by Ministry of Urban Development in 1994. However, its possession could not be handed over to PIB as it was not encumbrance free. The Project could, therefore, not be taken up.

(c) In the absence of possession of the land, no detailed estimate could be prepared. However, based on rough estimate, an outlay of Rs. 20.50 crores was made in the Ninth Five Year Plan. In December, 2001, an alternative plot measuring 1.955 acres has been allotted at Raisina Road, New Delhi. A tentative outlay of Rs. 35 crores has been proposed for this project during the Tenth Plan Period and a provision of Rs. 9 crores has been made in the Annual Plan for Financial year 2002-03.

New advertising policy of DAVP

3569. SHRI NILOTPAL BASU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the DAVP has acted on the basis of a New Advertising Policy in releasing rate renewal for 2001-2002;

(b) if so, the details of such policy;

(c) whether the policy has not yet been made public;

(d) whether content, layout, coverage and printing quality have been considered by DAVP to remove 3800 out of 5700 Newspapers from its panel entitled for Government advertisement; and

(e) if so, the details thereof and the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir. The new Advertising Policy came into effect from 14.2.2001.

(b) Salient features of the new Advertising Policy are given at Statement (*See* below).

(c) The policy was made public through different media and it was also put on the Website of the Directorate of Advertising and Visual Publicity (DAVP).